REMARKS

Claims 1-21 are pending in this application. By this amendment, the Applicants have amended claims 1, 5, 12, 15, 17, and 20. The Applicants respectfully submit that claims 1, 5, 12, 15, 17, and 20 do not contain new matter, and that the invention, as defined by claims 1-21, is patentable over the prior art.

Based on the foregoing amendments and the following Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

I. THE 35 U.S.C. §101 REJECTIONS

The Examiner asserts that claims 1-14 and 20-21 are rejected under 35 U.S.C. § 101 because the claimed invention is directed to non-statutory subject matter.

As noted above, the Applicants have amended claims 1 and 20 to positively recite the apparatus that accomplishes the method steps. The Applicants respectfully submit that the amendments to claims 1 and 20 provide the clarification sought by the Examiner. In view of the foregoing, the Applicants respectfully request that the Examiner's 35 U.S.C. § 101 rejection of claims 1-14 and 20-21 be withdrawn.

II. THE 35 U.S.C. §112 REJECTIONS AND "FORMAL" MATTERS

The Examiner asserts that claim 17 is rejected under 35 U.S.C. § 112, 2nd Paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Particularly, the Examiner states that it is unclear how a "geo-mapping environment may be used for backup storage.

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As noted above, the Applicants have amended claim 17 to recite an alternate server for back-up storage. The Applicants respectfully submit that the above amendment to claim 17 provides the clarification sought by the Examiner.

In view of the foregoing, Applicants respectfully request that the Examiner's 35 U.S.C. §112 rejection of claim 17 be withdrawn.

III. THE 35 U.S.C. §102 REJECTION

The Examiner asserts that claims 1-13, 15-17, and 20-21 are rejected under 35 U.S.C. §102 as being anticipated by U.S. Patent Publication No. 2003/0061096 to Gallivan et al. (hereinafter "Gallivan").

As noted above, Applicant has amended claims 1, 5, 12, 15, 17, and 20 so as to more clearly distinguish the invention, as defined by such claims, over the prior art. Applicant therefore respectfully submits that the invention, as claimed in claims 1-21 is patentable over the known prior art, including the cited reference.

Applicants submit that support for the limitations in independent claims 1, 15, and 20 is inherently or expressly discloses in the specification of U.S. Patent Pub. No. 2005/0154627 (Application No. 10/749,940) in at least paragraphs [0020]-[0022], and [0039]-[0043], [0091]-[0096].

The Applicants have amended claim 1 to require, among other things, a method comprising "accessing, via a processor, said data via a communication network from at least one external source", "formatting, via said processor, said data to create formatted data, wherein said formatting includes cleaning and validating said data, wherein said formatted data has a first size", "longitudinally linking, via said processor, said formatted data", "compressing, via said

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processor, said formatted data to create compressed data, wherein said compressed data is a second size, wherein said second size being a fraction of said first size", "storing, via said processor, said compressed data in at least one database", "extracting, via said processor, said compressed data from said at least one database for analysis", and "displaying, via a display device, results of said analysis as analyzed data", all of which are specifically recited features of independent claim 1.

In view of the foregoing, the Applicants respectfully submit that Gallivan does not disclose or teach all of the specifically recited features of independent claim 1, and, therefore, the Applicants respectfully submit that the invention, as defined by independent claim 1, is patentable over Gallivan.

The Applicants further submit that claims 2-14, which depend either directly or indirectly from independent claim 1, so as to include all of the limitations of independent claim 1, are also patentable over the prior art as the aforementioned claims 2-14 depend from allowable subject matter.

The Applicants have amended claim 15 to require, among other things, an apparatus comprising "at least one communication network for transfer of said data", "a data extraction, transformation and loading tool", "at least one database for storage of said data", "at least one data processor for processing and compressing said data to create compressed data, wherein said compressed data is a fraction of size of said data", "a plurality of system applications for running scripts, wherein said scripts perform data analysis, extraction, transformation and loading", "a web browser for displaying results of said data analysis", all of which are specifically recited features of independent claim 15.

In view of the foregoing, the Applicants respectfully submit that Gallivan does not

disclose or teach all of the specifically recited features of independent claim 15, and, therefore, the Applicants respectfully submit that the invention, as defined by independent claim 15, is patentable over Gallivan.

The Applicants further submit that claims 16-19, which depend either directly or indirectly from independent claim 15, so as to include all of the limitations of independent claim 15, are also patentable over the prior art as the aforementioned claims 16-19 depend from allowable subject matter.

The Applicants have amended claim 20 to require, among other things, a method comprising "accessing, via a processor, raw data from at least one external source", "formatting, via said processor, said raw data, wherein said formatting includes cleaning and validating; storing said raw data into tables", "creating intervals, via said processor, from said raw data and storing said results into tables", "compressing, via said processor, said raw data to create compressed data, wherein said compressed data is a fraction of size from said raw data", "extracting, via said processor, market studies from said results for analysis", all of which are specifically recited features of independent claim 20.

In view of the foregoing, the Applicants respectfully submit that Gallivan does not disclose or teach all of the specifically recited features of independent claim 20, and, therefore, the Applicants respectfully submit that the invention, as defined by independent claim 20, is patentable over Gallivan.

The Applicants further submit that claim 21, which depends either directly or indirectly from independent claim 20, so as to include all of the limitations of independent claim 20, is also patentable over the prior art as the aforementioned claim 21 depends from allowable subject matter.

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In view of the foregoing, Applicants respectfully request that the Examiner's 35 U.S.C. §102 rejection of claims 1-13, 15-17, and 20-21 be withdrawn.

IV. THE 35 U.S.C. §103 REJECTIONS:

The Examiner asserts that claim 14 is rejected under 35 U.S.C. §103(a) as being unpatentable over Gallivan in view of U.S. Patent Publication No. 2002/0165736 to Tolle. et al. (hereinafter "Tolle"). The Examiner also asserts that claim 18 is rejected under 35 U.S.C. §103(a) as being unpatentable over Gallivan in view of U.S. Patent No. 7,191,183 to Goldstein (hereinafter "Goldstein").

As noted above, the Applicants have amended claims 1, 5, 12, 15, 17, and 20 so as to more clearly distinguish the invention, as defined by such claims, over the prior art. Applicant therefore respectfully submits that the invention, as claimed in claims 1-21 is patentable over the known prior art, including the cited references.

The Applicants respectfully submit that Gallivan, Tolle, Goldstein, and any combination thereof, do not disclose, teach, or suggest a method comprising "accessing, via a processor, said data via a communication network from at least one external source", "formatting, via said processor, said data to create formatted data, wherein said formatting includes cleaning and validating said data, wherein said formatted data has a first size", " longitudinally linking, via said processor, said formatted data", "compressing, via said processor, said formatted data to create compressed data, wherein said compressed data is a second size, wherein said second size being a fraction of said first size", "storing, via said processor, said compressed data in at least one database", "extracting, via said processor, said compressed data from said at least one

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database for analysis", and "displaying, via a display device, results of said analysis as analyzed data.", all of which are specifically recited features of independent claim 1.

In view of the foregoing, the Applicants respectfully submit that Gallivan, Tolle, Goldstein, and any combination of same, do not disclose, teach, or suggest all of the specifically recited features of independent claim 1 and, therefore, the Applicants respectfully submit that the invention, as defined by independent claim 1, is patentable over Gallivan, Tolle, Goldstein, and any combination thereof.

The Applicants further submit that claims 2-14, all of which depend either directly or indirectly from independent claim 1, and therefore include all of the limitations of independent claim 1, are also patentable over the prior art as they depend from allowable subject matter.

Further, the Applicants respectfully submit that Gallivan, Tolle, Goldstein, and any combination thereof, do not disclose, teach, or suggest an apparatus comprising "at least one communication network for transfer of said data", "a data extraction, transformation and loading tool", "at least one database for storage of said data", "at least one data processor for processing and compressing said data to create compressed data, wherein said compressed data is a fraction of size of said data", "a plurality of system applications for running scripts, wherein said scripts perform data analysis, extraction, transformation and loading", "a web browser for displaying results of said data analysis", all of which are specifically recited features of independent claim 15.

In view of the foregoing, the Applicants respectfully submit that Gallivan, Tolle, Goldstein and any combination of same, do not disclose, teach, or suggest all of the specifically recited features of independent claim 15 and, therefore, the Applicants respectfully submit that

the invention, as defined by independent claim 15, is patentable over Gallivan, Tolle, Goldstein and any combination of same.

The Applicants further submit that claim 18, which depends either directly or indirectly from independent claim 15, so as to include all of the limitations of independent claim 15, is also patentable over the prior art as it depends from allowable subject matter.
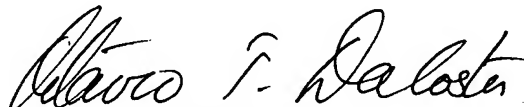
V. CONCLUSION:

In view of the foregoing, the application is deemed to be in condition for allowance and action to that end is respectfully requested. Allowance of pending claims 1-21 is, therefore, respectfully requested.

Should any changes to the claims and/or specification be deemed necessary to place the application in condition for allowance, the Examiner is respectfully requested to contact the undersigned attorney to discuss the same.

Respectfully submitted,

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